

(12) UK Patent Application (19) GB (11) 2 381 620 (13) A

(43) Date of Printing by UK Office 07.05.2003

(21) Application No 0230081.2

(22) Date of Filing 27.06.2001

(30) Priority Data

(31) 9604639

(32) 27.06.2000

(33) US

(86) International Application Data

PCT/US2001/041172 En 27.06.2001

(87) International Publication Data

WO2002/001420 En 03.01.2002

(51) INT CL⁷

G06F 17/30 // H04N 7/10

(52) UK CL (Edition V)

G4A AUDB

H4F FBBB F22

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(58) Field of Search by ISA

Other: U.S.:345/302; 725/110, 112

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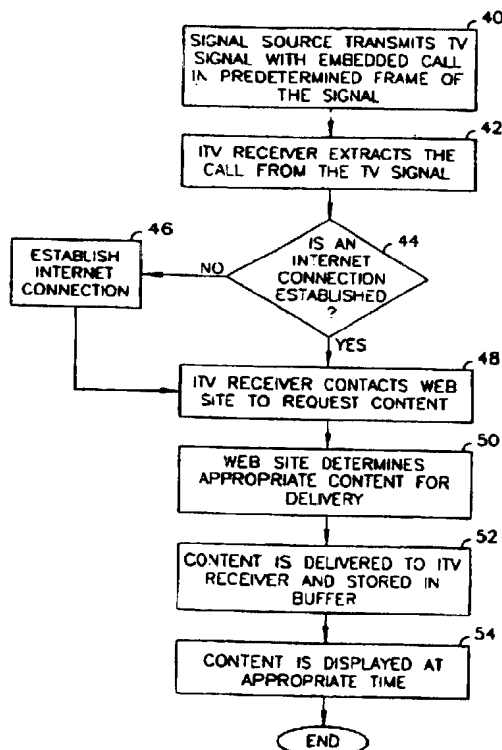
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(54) Abstract Title

System and method for transmitting and displaying interactive TV content

(57) A system and method are disclosed for preloading interactive content before it is to be displayed, thereby avoiding any unwanted delays due to download times. According to the invention, ITV data is embedded (40) into the signal at some predetermined time before the corresponding segment will be broadcast. The ITV data is received by the ITV receiver (42), which then access an interactive site (web site or other server) and makes a request for the interactive content (48). The server determines the location of the content (50), and the content is then retrieved and transmitted to the ITV receiver (52). At the appropriate time (e.g., when the corresponding TV segment is being displayed), the content is displayed on the user's display (54), thereby reliably providing simultaneous display of the segment and corresponding interactive content.



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